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THE BOWL GAMES: COMPLETE DETAILS

CAROL CHANNING: dolled up for a TV special

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It's a $2½-billion question

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Eva Gabor, Eddie Albert of 'Green Acres'

American TV—BEHIND the Iron Curtain

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Robert Culp, Bill Cosby of 'I Spy'

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NEWSWOMAN IN VIETNAM • $1500 CUP OF COFFEE

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TV'S IMPACT ON OUR CIVILIZATION— A startling appraisal

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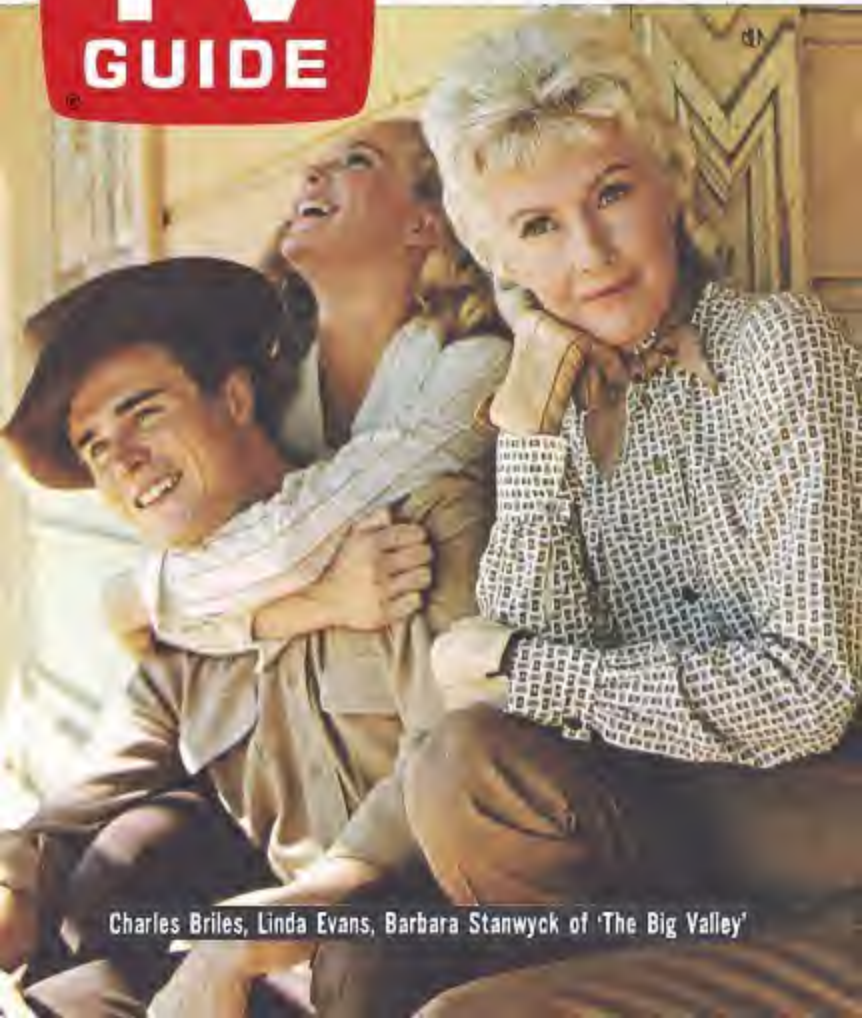

Charles Briles, Linda Evans, Barbara Stanwyck of 'The Big Valley'

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AGENT 99 GOES POP

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'Get Smart's Barbara Feldon as seen by *Andy Warhol*

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HOW YOU CAN GET THOSE NEW UHF CHANNELS

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THE BEVERLY HILLBILLIES

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A Kansas housewife asks;
A New York critic answers

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DAVID McCALLUM,
ROBERT VAUGHN
OF 'THE MAN FROM U.N.C.L.E.'

IS TELEVISION UP TO ITS GREATEST CHALLENGE?

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AS BATMAN

THOSE TV TESTS • SPY GIMMICKS • VIRGINIA GRAHAM

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DEAN MARTIN

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Local Programs
April 9-15

THE MOVIES THEY WON'T LET YOU SEE ON TV

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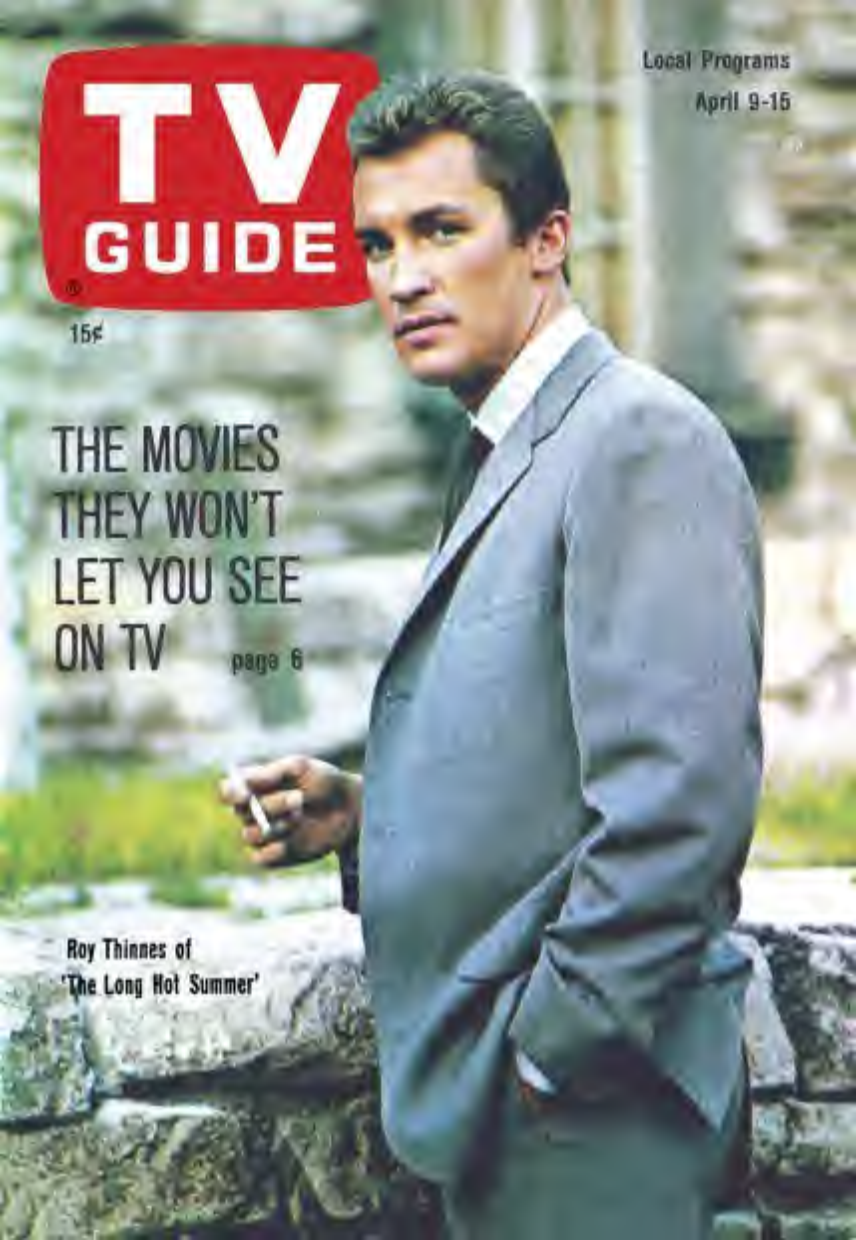

Roy Thinnes of
'The Long Hot Summer'

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THE OSCARS: backstage

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A REMARKABLE LETTER FROM VIETNAM

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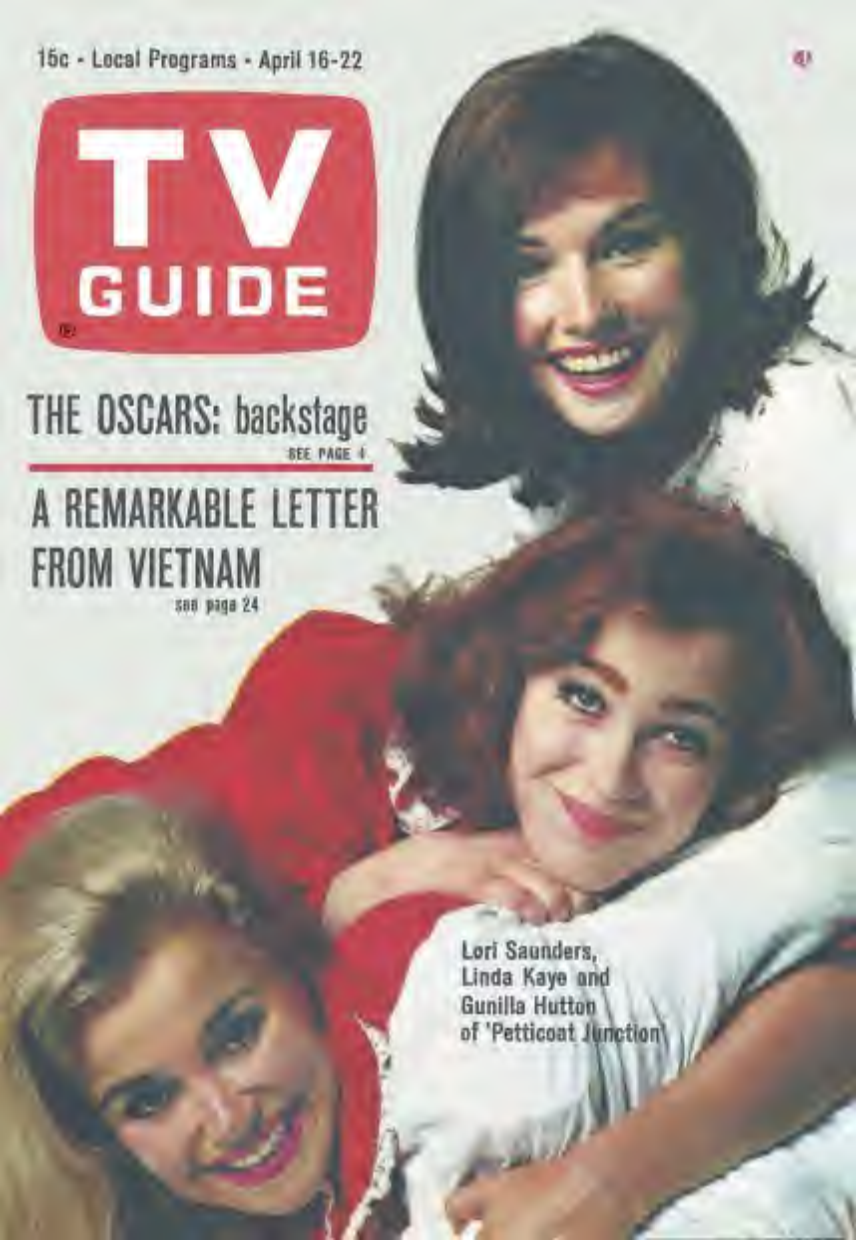

Lori Saunders, Linda Kaye and Gunilla Hutton of 'Petticoat Junction'

CLEVELAND AMORY GOES WEST—WHERE THE AARDVARK, YAK AND ZEBRA ROAM see page 4

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Andy Williams and Dancers

SUMMER TV: THEY'RE TRYING SOME NEW SHOWS!

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Ronald Searle sketches Lucille Ball

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This Week: THE PRESIDENT TAKES YOU ON A TOUR OF HIS TEXAS RANCH . page 6

LOCAL PROGRAMS • MAY 7-13

PRESIDENT JOHNSON WITH NEWSMAN RAY SCHERER

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'UNZIP YOUR PSYCHE'— S. J. PERELMAN'S JOLLY PROPOSAL FOR A TV SHOW

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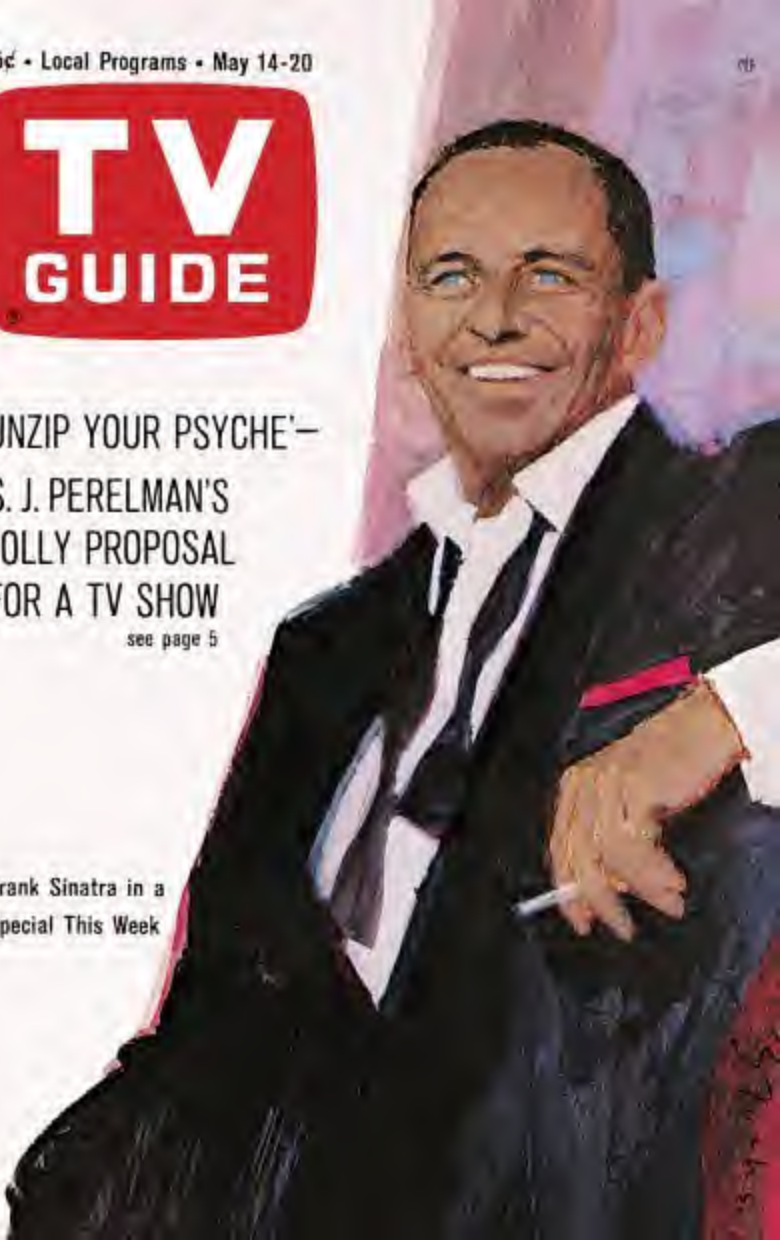

Frank Sinatra in a Special This Week

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WOULD YOU BELIEVE what's behind those CATCHY GAGS?

see page 10

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Robert Conrad, Ross Martin of 'The Wild, Wild West'

DR. SPOCK'S ℞ FOR TV, YOUR FAMILY AND YOU

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Andy Griffith

TV, MOVIES CREATE A HUSKY HYBRID

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TINA LOUISE, ALAN HALE, BOB DENVER OF 'GILLIGAN'S ISLAND'

WHEN TV CAME TO THE KENTUCKY HILL COUNTRY— see page 6

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WHY TELEVISION MUST REFORM ITSELF, OR ELSE...

By Henry Steele Commager see page 6

LOCAL PROGRAMS • JUNE 25-JULY 1

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WILLIAM SMITH, PETER BROWN, PHILIP CAREY, NEVILLE BRAND OF 'LAREDO'

THE MAN WHO HAS THE LAST LAUGH ON TV

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WALTER CRONKITE

An Insider's Diary: HOW SAMMY DAVIS JR. MET DISASTER

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HOW THE VATICAN HAS COME TO GRIPS WITH TELEVISION

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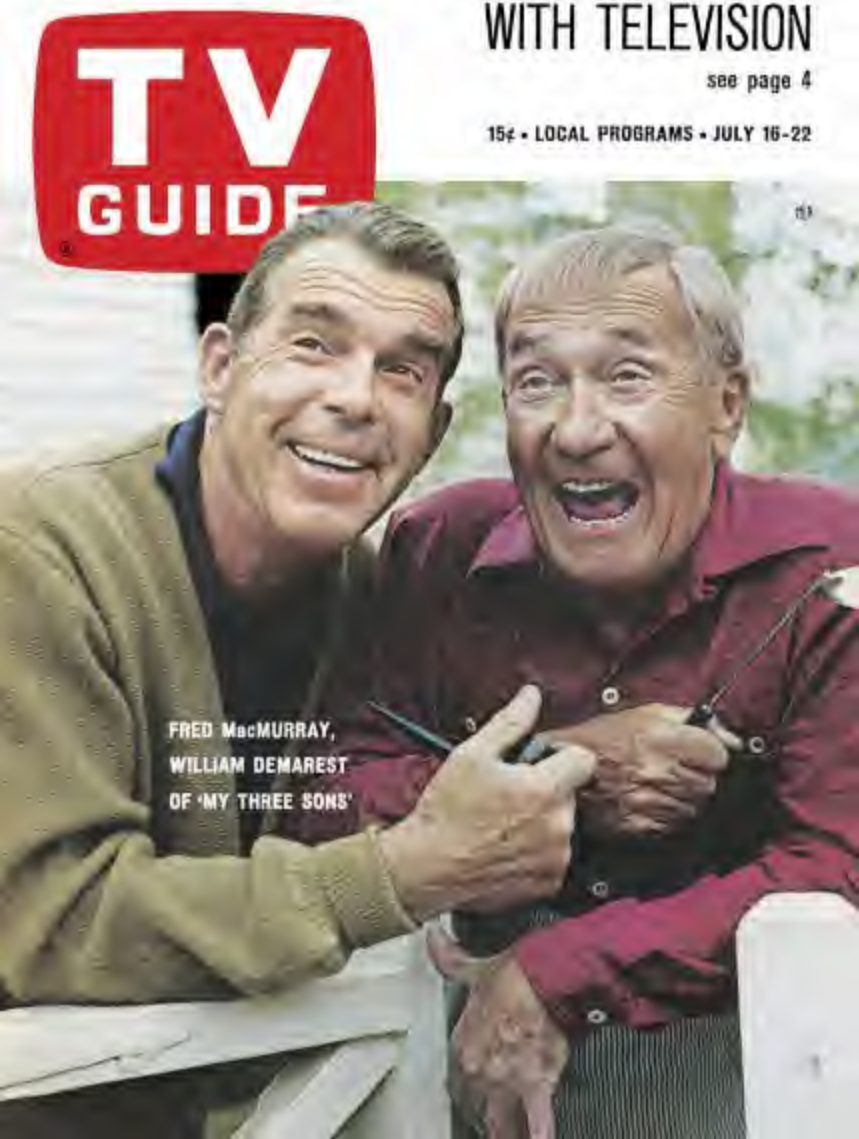

FRED MacMURRAY, WILLIAM DEMAREST OF 'MY THREE SONS'

LOCAL PROGRAMS
JULY 23-29

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IS ANYBODY REALLY LISTENING?

By Malcolm Muggeridge

see page 8

EFREM ZIMBALIST JR., STEPHEN BROOKS OF 'THE FBI'

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'DARLING, YOUR CLAWS ARE SHOWING':

A look at lady guests off camera

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JOHNNY CARSON

PERNELL ROBERTS: A 'BONANZA' DROPOUT SOUNDS OFF

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MARSHALL THOMPSON OF 'DAKTARI' WITH CLARENCE

GAME SHOWS: Who watches them? What do they prove?

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MELODY PATTERSON
AND LARRY STORCH OF 'F TROOP'

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HOW THEY TEST SHOWS ON HUMAN GUINEA PIGS

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Local Programs • Aug. 20-26

Red Skelton

HOW I FOUND A WIFE ON TELEVISION

By Richard Warren Lewis

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Aug. 27 - Sept. 2

BARBARA FELDON, DON ADAMS AND K-13 OF 'GET SMART'

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TELEVISION'S UNDERCOVER ROLE IN THE PRO-FOOTBALL MERGER

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Eva Gabor of 'Green Acres'

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Fall PREVIEW 1966 • 1967 Shows

LOCAL PROGRAMS • SEPTEMBER 10-16

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THEY'RE TEARING THEIR HAIR! HA-HA!—

Inside story of a New TV comedy

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Barbara Eden
of 'I Dream of Jeannie'

The Vietnam War: IS TV GIVING US THE PICTURE?

EXCLUSIVE REPORT

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LOCAL PROGRAMS
OCTOBER 1-7
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PLAYWRIGHT ARTHUR MILLER:

AMERICAN VIEWERS ARE NOT SQUARES

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LOCAL PROGRAMS • OCTOBER 8-14

JIM NABORS OF 'GOMER PYLE, USMC'

A TRAVELER LOOKS AT PRO FOOTBALL — AND YAWNS

By Robert Musel

see page 6

LOCAL PROGRAMS
OCTOBER 15-21

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Peter Deuel
and Judy Carne
of 'Love on a Rooftop'

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POLITICS AND TELEVISION
By Arthur Schlesinger Jr.

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Lucy Goes Mod in London

see page 30

Coming From Space—Quality Television?

BY RICHARD K. DOAN

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Local Programs
OCTOBER 29-NOVEMBER 4
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VAN WILLIAMS AND BRUCE LEE
OF 'THE GREEN HORNET'

Local Programs - November 5-11

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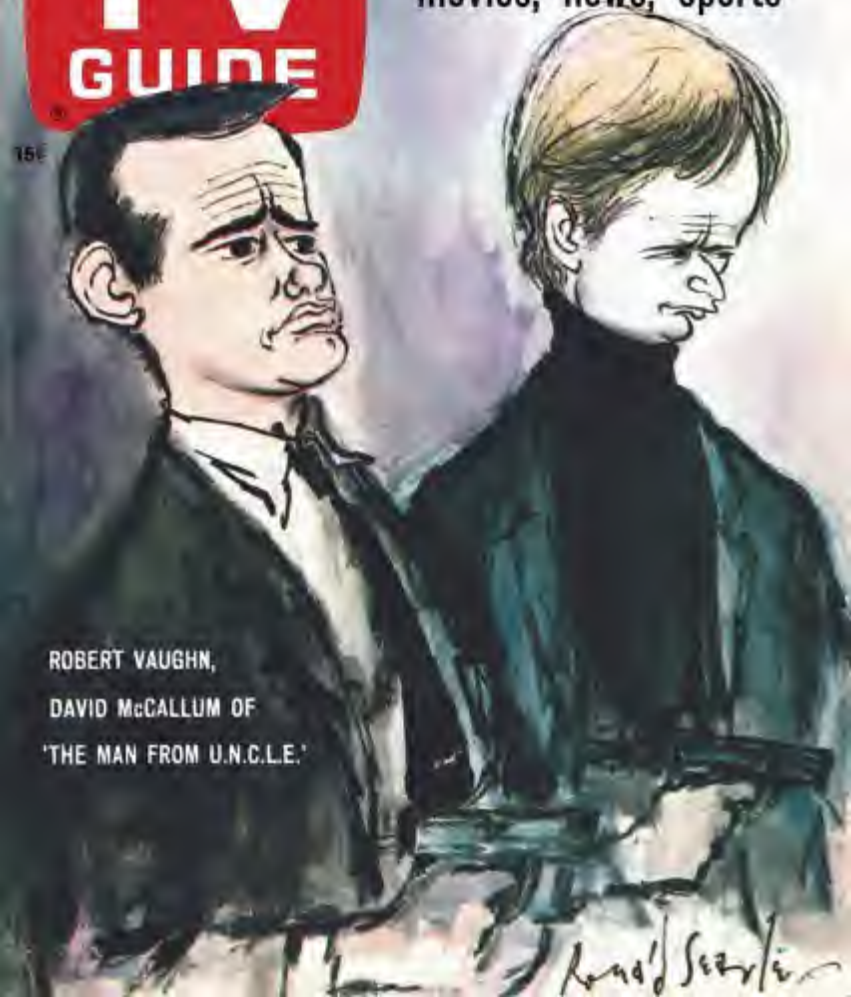
A BIG WEEK for SPECIALS: Drama, comedy, music, movies, news, sports



ROBERT VAUGHN,
DAVID McCALLUM OF
'THE MAN FROM U.N.C.L.E.'

How Television's Rich Actors Stay That Way

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LOCAL PROGRAMS - NOVEMBER 12-18

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MARLO THOMAS OF 'THAT GIRL'

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Cooking to Ed Sullivan page 18

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NOVEMBER 19-25

BOB CRANE, ROBERT CLARY
OF 'HOGAN'S HEROES'

LOCAL PROGRAMS - NOV. 26-DEC. 2

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SINATRA & DAUGHTER

EXIT JEAN ARTHUR

ENTER TARZAN (groaning)

RON ELY AS TARZAN

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'RAT PATROL': MOUSETRAPPED BY SUCCESS?

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THE NEW GIRL IN 'PEYTON PLACE'

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Larry Casey, Chris George, Justin Tarr of 'Rat Patrol'

THE TOWN THAT IS TV'S SECRET LABORATORY
—An exclusive report

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JAMES ARNESS
OF 'GUNSMOKE'

THIS SEASON: SUPERB? FAIR? THE WORST YET?

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MICHAEL CALLAN, PATRICIA HARTY OF 'OCCASIONAL WIFE'

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DECEMBER 24-30

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Local Programs Dec. 31-Jan. 6
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THE BOWL GAMES: COMPLETE DETAILS

Inside a TV Disaster: 'The Tammy Grimes Show'

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What They Do With Your Letters

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STEFANIE POWERS OF 'THE GIRL FROM U.N.C.L.E.'